



Knowledge Sharing & Mutual Learning

知识共享 互学互鉴

Action Plan for Enhancing Agricultural E-Commerce Development 推进农业电子商务发展行动计划

Ministry of Agriculture, Ministry of Commerce and National Development and Reform Committee jointly released the “Action Plan for Enhancing Agricultural E-Commerce Development” on 6 September 2016.

Objectives

By 2018, the basic infrastructure for agricultural e-commerce will be improved significantly, institutional system and policy environment completed, a bunch of influential e-commerce business and created, the business proportion of e-commerce in the market of agricultural products increased.

The key tasks

The Plan outlined 5 key tasks and 20 specific activities.

1. Cultivating market entity of agricultural commerce
Actions: capacity building, platforms coaction and e-commerce expanding
2. Constructing agricultural e-commerce public service platform
Actions: freight gathering, products promotion, information sharing, quality inspecting, operation safeguarding
3. Unclogging agricultural e-commercial channels
Actions: extending e-commerce channels, market transformation, innovation in operation model, basic support
4. Enhancing agricultural e-commerce technology innovation and application
Actions: technology innovation, demonstration and dissemination, promoting standardization, policy research, and application of think-tank
5. Improving agricultural e-commerce policy system
Actions: policy support, hardware support and operation support

The full text (in Chinese) of the “Action Plan for Enhancing Agricultural E-Commerce Development” is available at: <http://www.moa.gov.cn/zwllm/ghjh/201509/P020150922631596113494.doc>

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